



MEMORANDUM

TO: Bert Lumbreras
Assistant City Manager

FROM: Sara L. Hensley, CPRP, Director
Austin Parks and Recreation Department

DATE: October 14, 2016

SUBJECT: Tejano Monument Anniversary Celebration

This memo is to request your approval of a payment in the amount of \$26,000 for the financial support of the Tejano Monument Anniversary Celebration. The financial support is for costs associated with the event parade, musical performance and related commemorative event expenses scheduled for April 8, 2017. These activities are associated with the five-year commemoration of the building of the Tejano Monument at the Capitol grounds.

Your approval is requested to process the \$26,000 sponsorship as approved by council in the FY'17 budget in accordance with Administrative Bulletin 07-07.

Should you have any questions, please contact my office at (512) 974-6717.

Approved:

Bert Lumbreras, Assistant City Manager, City of Austin

11/15/16

Date

Cc: Angela Means, Assistant Director, Austin Parks and Recreation Department

Johnny Lemon 512.680.0988

Revised 5/26/16, Version 2

Feasibility Assessment Tool for City Council recommendations for H/L QOL RAC

Commissioner's Name: Emilio Zamora Date: June 13, 2016

Purpose: This tool will assist HLQOLRAC Commissioners make data driven decisions when making recommendations to the Austin City Council.

PROBLEM ALIGNMENT

Instructions: Fill out this form for each recommendation. Put NA for sections that are not applicable.

Purposed Project Title:

Tejano Monument Anniversary Celebration

Issue Area:	Historical Commemoration	Dollars Amount	\$26,000
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Does this recommendation address a FY16 priority area?	YES/NO YES
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Targeted population	Residents of the City of Austin
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Example: Low-income, youth, elderly, etc.

History of Organization (if applicable)

The Austin Tejano Music Coalition has operated as a local organization for several years. It has promoted Mexican American history, especially Tejano music through special programming around the city, including at the Emma S. Barrientos—Mexican American Cultural Center.

Proposed Project Summary:

The Latino/Hispanic Quality of Life Advisory Commission recommends permit and financial support for a proposed parade, a musical performance and a commemorative event to be sponsored by the Austin Tejano Music Coalition on April 8, 2017. These activities are proposed as part of the five-year commemoration of the building of the Tejano Monument at the Capitol grounds. The late-morning parade will include public school children and their parents, members of various organizations and cultural groups from Austin and the surrounding area, members of University of Texas and Austin Community College offices and local, state and national dignitaries. The music venue will include several prominent Tejano bands that will perform all afternoon. The Austin Tejano Music Coalition plans to collaborate with the Texas State

10:00 - 12:30
General
and Office
Symposium
12-1
Speakers
1:00 - 2
Ceremon
2:30 Music
- 8pm

GAX - Purchase Request.
Cover letter as a sponsorship -
ACE - Jason w/ both signatures.
INVOICE

memo for Bert in accordance w/ 707
SPONSORSHIP
Zamora

The recommendation aligns with the priority that the City of Austin has given historical and cultural venues related to the Latino communities in Austin, including the demonstration of the city's diversity.

2. Demand

Score

To what extent is the recommendation likely to be used; how much demand exists? Is this something the community wants? Is there data that shows need?

The 2012 unveiling of the Tejano Monument, along with a parade and a dinner, drew an approximate total of 700 persons. We should expect at least that many attendees of different social and cultural backgrounds.

3. Implementation

Score

To what extent can the recommendation be successfully delivered to intended participants? Will it be difficult to implement?

The sponsoring organization and its collaborating organization are accustomed to organizing public events with hundreds of attendees. This experience, along with the support that they expect from several community organizations, means that they will be successful.

4. Practicality

Score

To what extent can the recommendation be carried out with few resources? Is the cost in line with the estimated benefits? Can it be carried out using existing community resources? Is one year of funding enough to implement?



TEJANO HERITAGE CELEBRATION

Austin Tejano Music Coalition

In collaboration with

APRIL 8, 2017

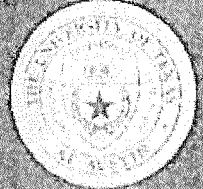
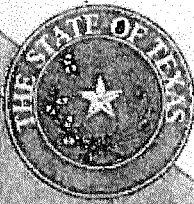
State of Texas
City of Austin
University of Texas at Austin
Tejano Monument Committee

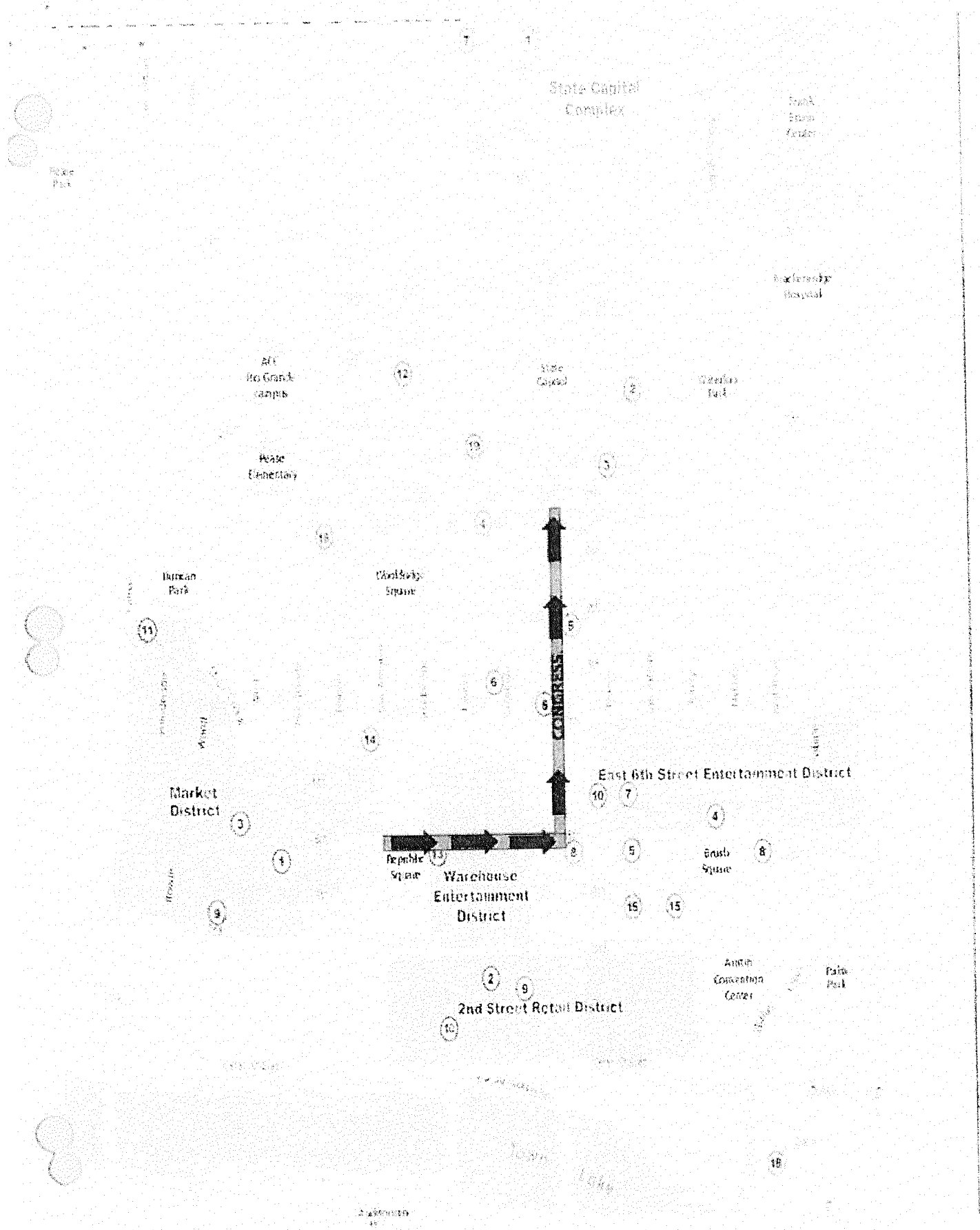
PARADE

FIESTA

MUSIC

ENTERTAINMENT





Organization Plan

Safety Plan

Sanitation --- Porto Potties & Trash

Security --- Officers

Street Closure Plan

Weather Plan

Mayor and Councilmembers

City of Austin

MAYOR Steve Adler

Sabino (Pio) Renteria	District 3
Delia Garza	District 2
Gregorio (Greg) Casar	District 4
Ora Houston	District 1
Kathie Tovo	District 9
Leslie Pool	District 7
Ann Kitchens	District 5
Don Zimmerman	District 6
Ellen Troxclair	District 8
Sheri Gallo	District 10

State Legislatures

Kirk Watson

Eddie Rodriguez

Mexican American Legislatures

When the 2010 Census came out, we heard how much the Hispanic/Latino population has grown in the United States, Especially in Texas, including Austin. When we talk about the Hispanic/Latino population here in Austin, the 2010 census said we're at 36%, but more recent numbers say roughly 38% and getting closer to 40%, sooner than later. Because of the Region we live in, 83% of us are of **Mexican Decent**. Of that 83%, nearly 70% are **Mexican-American**. When visitors go to New York, they will find a strong Puerto Rican Culture. In Florida, they will find a strong Cuban Culture. In Austin, we want Austinites and visitors to experience a strong Mexican-American/ Tejano Culture.

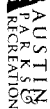
Mexican-Americans have been here for over 500 years, and many generations, since Texas became Texas. Because of our Texas Pride many of us call ourselves "Tejanos". Tejano is a Culture and a "Way of Life". Our Tejano Music is a 'Texas Native Genre', born and raised here.

Tejanos have made great contributions to this City and State. In March of 2012, The State of Texas finally honored Tejanos for our contributions by unveiling a "Tejano Monument" on the State Capital grounds. Texas History has been re-written to include Tejano History, and is now part of the Texas Classroom Curriculum in many of our schools. It will be called Mexican-American Studies.

Austin is considered "The Live Music Capital of the World". We as Tejanos want to be part of this Music Scene. We are here to see how we can help make that happen.

Thank you.

Johnny Limon
The Austin Tejano Music Coalition



MAINTENANCE SERVICES REQ # LABEL

FINANCIAL SERVICES DIVISION USE ONLY

PHONE: (512)974-4001

COMMODITY CODE:

CONTRACT/MASTER AGREEMENT #:

PROCARD: ☐ YES ☒ NO

PROCARD: ☐ YES ☒ NO

☐ TRUST & AGENCY

☐ ENTERPRISE FUND (GOLF)

☐ GRANTS

CIP

☐ FIXED ASSET[illegible]

<i>Description and Quantity of Items Purchased/ Term of Agreement</i>	<i>Business Purpose of Purchase</i>
Financial support for the Tejano Monument celebration scheduled April 8, 2017 on Congress Avenue and the Capitol grounds.	Sponsorship approved by City Council September, 2016.

<i>Description and Quantity of Items Purchased/ Term of Agreement</i>	<i>Business Purpose of Purchase</i>
Financial support for the Tejano Monument celebration scheduled April 8, 2017 on Congress Avenue and the Capitol grounds.	Sponsorship approved by City Council September, 2016.

Business Purpose of Purchase

Sponsorship approved by City Council September, 2016.

- I understand that the option to use an electronic signature is my preference in signing the purchase request form.
- I understand and I am aware of the use of the electronic signature is my sole responsibility to maintain the security and accessibility of my electronic signature.

Digitally signed by Laura Esparza
DN: cn=Laura Esparza, o=PARC, ou=12AND
email=laura.esparza@austintexas.gov, c=US
Date: 2016.11.10 13:19:18 -0600

Digitally signed by Laura Esparza
DN: cn=Laura Esparza, o=PARAD, ou=HAND,
email=laura.esparza@hastatexas.gov, c=US
Date: 2016.11.10 13:19:31 -0500

(Only if > \$5,000)

ASSISTANT DIR APPROVAL:

(Only if > \$58,000 / Single Source/ Sole Source)

DIRECTOR APPROVAL:

DATE:

<input type="checkbox"/> GAX	<input type="checkbox"/> PO	<input type="checkbox"/> DO
<input type="checkbox"/> RQM (MA)	<input type="checkbox"/> RQS (CT)	<input type="checkbox"/> PRO CARD

Financial Services Division Review:

Suzanne Piper

Digitally signed by Suzanne Piper
DN: cn=Suzanne Piper, o=City of Austin,
ou=Financial Services Division,
email=suzanne.piper@austintexas.gov, c=US
Date: 2016.11.22 08:19:04 -0600

MAINTENANCE SERVICES USE ONLY

EQUIPMENT/ITEM(S):

LOCATION WHERE STORED OR USED:

Instructions on completing the form can be found: http://cityspace.ci.austin.tx.us/departments/paid/copy4_of_test-1/1/2/contracts-management/purchasing

All City of Austin Purchase Requests are Subject to the Open Records and Public Information Act

Revised December 2015